

REWARDS PROGRAM FOR CUSTOMERS OF INTERNET SERVICE RESELLERS

ABSTRACT

A method of doing business whereby a Wholesale Internet Service Provider (WISP) provides a turnkey Internet access system that enables another organization or entity, such as a charity, church, university, service organization or business, to resell Internet access services on a private-label, retail basis, thereby creating the impression that the organization or entity (a Retail Internet Service Provider, or RISP) is providing the Internet access service, while in reality, the service is being provided by the WISP. The RISP markets and takes subscriptions for the Internet access service. The program is combined with a rewards program that provides reward points to end user subscribers which may be redeemed at an online store run by the RISP. The RISP receives a revenue stream that is equal to the revenue collected from its Internet subscribers minus overhead and costs paid to the WISP for the provision of service.